

To: 'cclerk@northamptonma.gov'  
Subject: ecoATM: Junk Dealer License for Northampton, MA

Dear Pam,

Thank you for taking the time to speak with me today.

My company, ecoATM, would like to set up one of our kiosks in a Stop and Shop located at 228 King Street, Northampton, MA 01060. The kiosk is a fully automated machine similar to a Redbox that buys back used electronics (cell phones, mp3 players, and tablets) in exchange for cash. The devices are picked up from the kiosk once a week and shipped back to our headquarters in San Diego, CA. We hold all devices for a minimum of 30 days and report all transaction information to law enforcement. I have attached a spec sheet and an information packet, which detail how the machine works and what measures ecoATM takes to ensure we comply with Secondhand/Junk Dealer ordinances. Additionally, I have attached our Articles of Incorporation for your records.

Please send me the application for the Junk Dealers license at your earliest convenience. Also, please let me know if we will need a representative present at the city council meeting.

Thank you for your assistance. If you require any additional information please let me know.

Best regards,

Christine Abernathy

*Regulatory Affairs Coordinator, ecoATM*

P: (858) 766-7243

cabernathy@ecoatm.com

 ecoatm signature

The information contained in this message is confidential and should not be disclosed to any third party whether or not you are the intended addressee indicated in the message.

The information contained in this email, including all previous emails and attachments, ("Information") is only intended for the law enforcement recipient specified in the body of this message. The Information may only be used for appropriate law enforcement purposes and is being provided at the specific request of law enforcement to prevent and/or deter theft or fraud. The recipient specified must take reasonable steps to protect the Information. The recipient specified agrees not to disseminate or share the Information beyond sharing necessary for appropriate law enforcement purposes. If this message was received in error, the recipient must permanently delete the information and inform the sender of the error.



Pamela Powers <ppowers@northamptonma.gov>

---

**RE: ecoATM: Junk Dealer License for Northampton, MA**

1 message

---

**Christine Abernathy** <CAbernathy@ecoatm.com>

Tue, Nov 11, 2014 at 10:39 AM

To: "cclerk@northamptonma.gov" <cclerk@northamptonma.gov>

Dear Pam,

I wanted to follow up on this request. Can you please email me the Junk Dealers license application? Also, do we need to be physically present at the city council meeting, or can we attend via Skype/telephone?


Best regards,

Christine Abernathy

*Regulatory Affairs Coordinator, ecoATM*

P: (858) 766-7243

cabernathy@ecoatm.com

 ecoatm signature

The information contained in this message is confidential and should not be disclosed to any third party whether or not you are the intended addressee indicated in the message.

The information contained in this email, including all previous emails and attachments, ("Information") is only intended for the law enforcement recipient specified in the body of this message. The Information may only be used for appropriate law enforcement purposes and is being provided at the specific request of law enforcement to prevent and/or deter theft or fraud. The recipient specified must take reasonable steps to protect the Information. The recipient specified agrees not to disseminate or share the Information beyond sharing necessary for appropriate law enforcement purposes. If this message was received in error, the recipient must permanently delete the information and inform the sender of the error.

**From:** Christine Abernathy

**Sent:** Monday, November 03, 2014 12:16 PM



Inspired by Outerwall™

## AN ECO-FRIENDLY KIOSK DRIVING FOOT TRAFFIC & SPENDING

### THE ECOATM E-CYCLING KIOSK

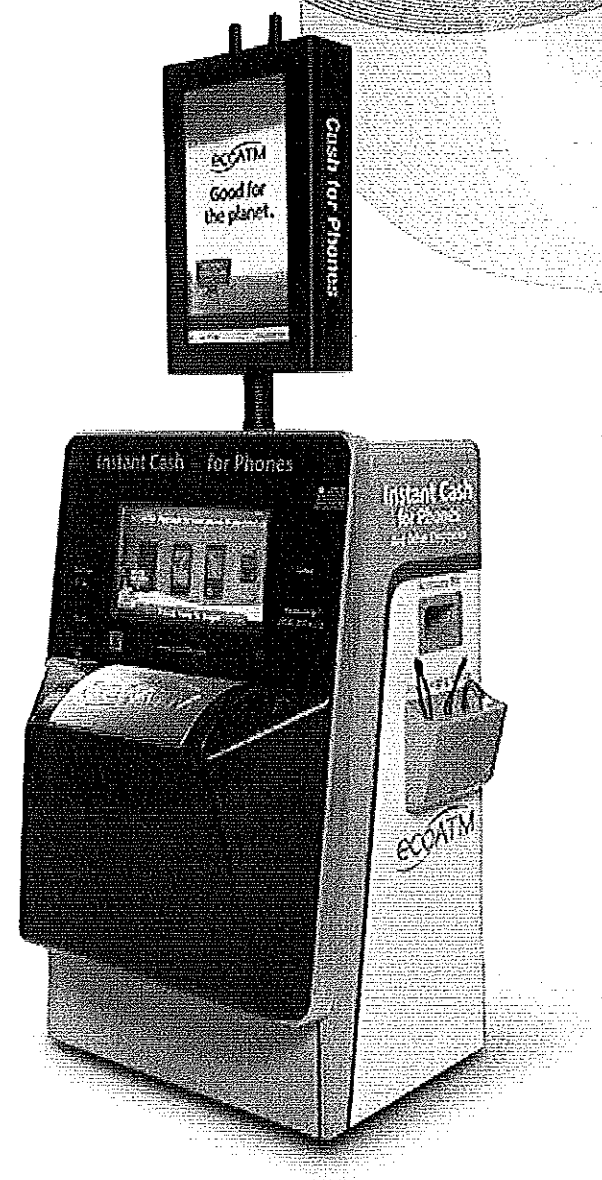
ecoATM™ is an automated eCycling Kiosk - paying customers instant cash for used mobile phones and other consumer electronics.

### HOW IT WORKS FOR CONSUMERS

Consumers bring their mobile phones and other handheld electronic devices to the ecoATM kiosk. The ecoATM visually and electronically inspects the device for type, functionality, and condition. ecoATM offers the customer a price for their gadget. Transactions take a couple of minutes and pay out in cash!

### HOW IT WORKS FOR YOU

ecoATM is a destination for customers. More ecoATM customers means more foot traffic for you. Even better, the ecoATM will pump cash into the hands of customers who often spend it right away!



### OVERVIEW OF ECOATM INC.

- ⇒ ecoATM founded in 2008
- ⇒ Acquired by Outerwall (owner of redbox® and Coinstar~) in July 2013
- ⇒ Patented automated eCycling kiosk
- ⇒ Approximately 900 machines throughout the US, in malls and select Walmarts
- ⇒ R2 and ISO 14001 certifications
- ⇒ Over three million devices recycled

### FEATURED ON...





Inspired by Outerwall™

## MALL / STORE BENEFITS

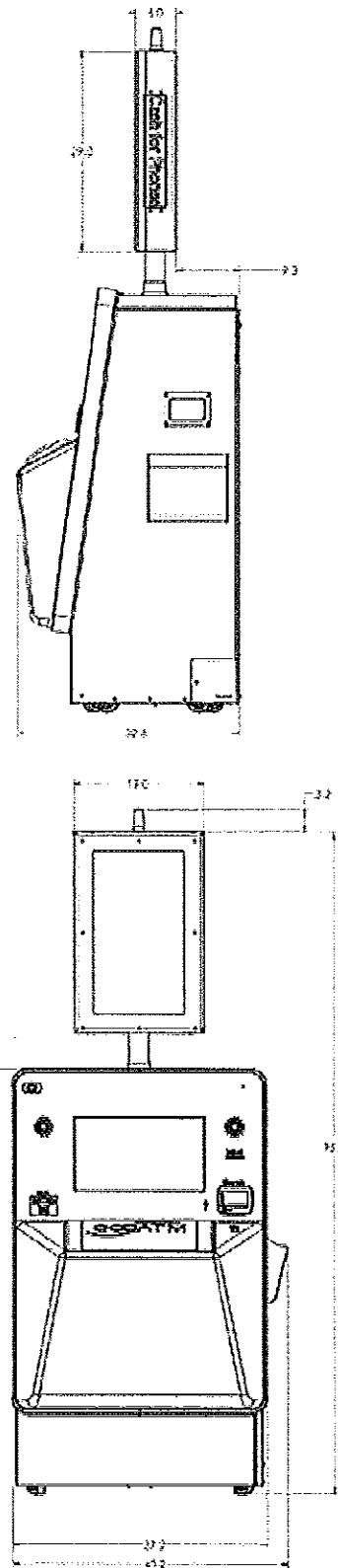
- ⇒ ecoATM is a destination
- ⇒ Increased foot traffic
- ⇒ Consumers paid in cash
- ⇒ Increased consumer spending
- ⇒ Promotes sustainability
- ⇒ Does not compete with inline stores
- ⇒ Small footprint 36" x 32" x 60"
- ⇒ Does not clutter, block sight lines, or take space from carts & kiosks
- ⇒ No operational support from mall required

## TECHNICAL SPECS

- ⇒ Weight 800 lbs
- ⇒ Height 58.75" (100.3" with signage)
- ⇒ Operating Environment: 30° to 120° F (0° to 50° C)
- ⇒ Power Consumption: 5.0 amps @ 120vac MAX
- ⇒ Data Line not required

## POWER REQUIREMENTS

- ⇒ A standard 110-120 VAC receptacle within four (4) feet of the ecoATM machine location
- ⇒ A clean power receptacle is preferred
- ⇒ Avoid branching off of overloaded circuits
- ⇒ Avoid circuits utilized by automatic doors, compressors, and children's rides
- ⇒ Requires a dedicated 24-hour circuit



# SAFE SECURE INNOVATIVE

ecoATM™

Inspired by Outerwall™



# PARTNERING WITH LAW ENFORCEMENT

ecoATM™ is committed to establishing lasting and collaborative relations with our law enforcement associates. We have implemented extensive security features and processes to deter the sale of any stolen device. We also provide detailed information to law enforcement about each and every transaction, and in the rare case that a stolen phone does make its way into our kiosk, we also provide law enforcement with the information and evidence they need to prosecute the individual and return the stolen property to the victim, promptly upon request and without the need for a subpoena or search warrant.

In communities all across the country, ecoATM is helping law enforcement track down and capture cell phone thieves—and reunite victims of cell phone theft with their stolen property.

## THE E-WASTE CHALLENGE

Americans buy over 150 million new phones per year and growing. Production of a single new cell phone creates approximately 3 tons of mining waste and currently less than 20 percent of unwanted cell phones are recycled each year. The majority of consumer electronics contain toxic materials such as lead, arsenic, and a variety of other materials that pose an extreme threat to the environment and human health. The first and best thing we can do is to extend the life of existing devices so that there is a lesser need to build new devices. The next best thing we can do is to responsibly reclaim materials from devices that are truly end-of-life.

ecoATM—the first e-waste recycling kiosk—was invented to help solve the e-waste challenge by making it safe and convenient for people to recycle their old, unwanted mobile devices for instant cash.

## A SAFE PLACE TO RECYCLE

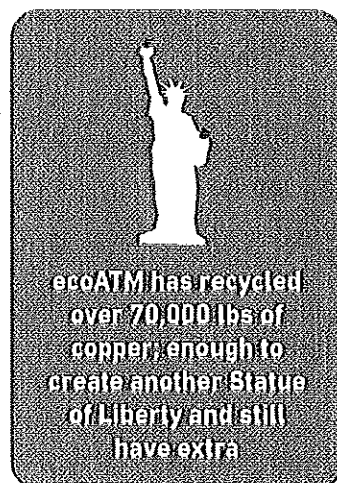
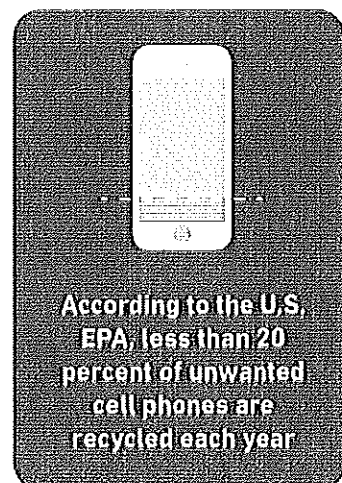
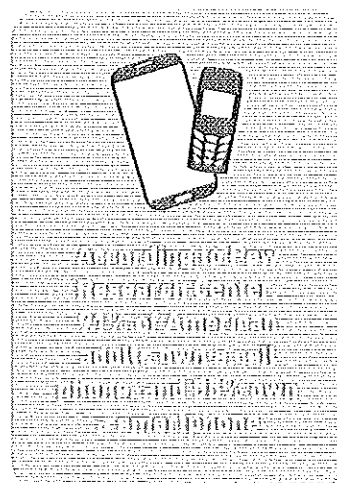
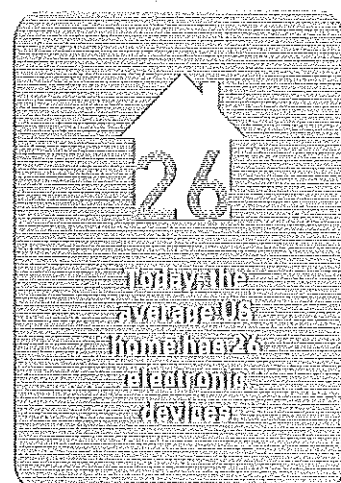
Our mission is to inspire mass consumer participation in e-waste recycling by providing a convenient, safe and secure place for people to responsibly recycle their used and broken portable electronics.

We have designed the kiosk to be easy and efficient for use by consumers but behind the scenes is state-of-the-art technology that includes patented, advanced machine vision, electronic diagnostics, and artificial intelligence. Moreover, the kiosk is composed of extensive security features and processes. While the vast majority of people who recycle their old devices are honest law abiding citizens, ecoATM recognizes that there will be some dishonest people who try to exploit any system.

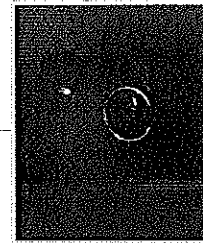
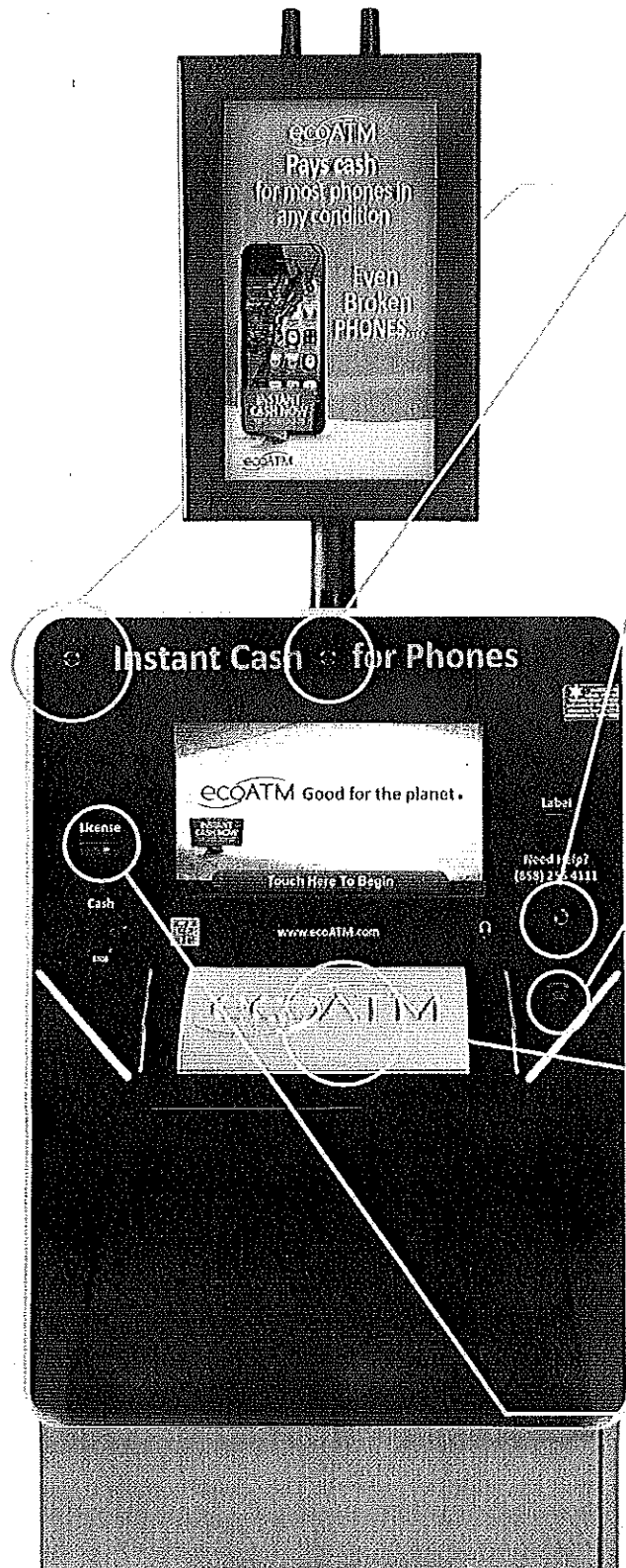
This packet outlines the security features and processes of ecoATM that deter the sale of any stolen devices. This packet also details the tools we provide law enforcement for investigating and prosecuting suspected cell phone thieves. We're continuously working to ensure that ecoATM is the worst place for a thief to sell a stolen cell phone and the best place for your phone to be found if you're the victim of cell phone theft.

## A SINGLE KIOSK

The annual environmental impact of a single ecoATM kiosk is an energy savings equivalent to removing more than 4 houses from the grid. The ecoATM network of kiosks in 2013 resulted in the electricity to power more than 2,750 U.S. homes and a hazardous waste reduction equivalent to the weight of 267 refrigerators.

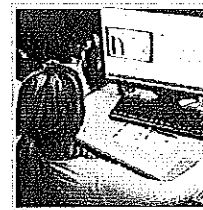


# TOP SECURITY FEATURES



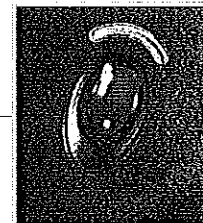
## 3 HIGH-RES CAMERAS

Cameras capture multiple images of sellers in real time. These photos are collected and provided in every transaction report.



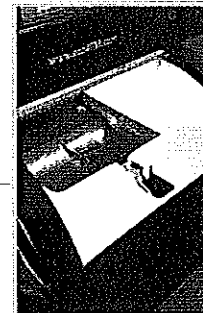
## EACH CAMERA IS A WEBCAM

A live ecoATM attendant monitors every transaction in real time.



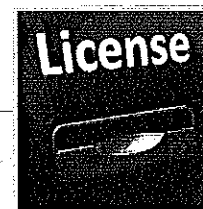
## THUMBPRINT SCANNER

Valid thumbprint capture on every transaction. The thumbprint is included in every transaction report.



## CAPTURES SERIAL NUMBER & DEVICE PHOTOS

The ecoATM electronically extracts the serial number (IMEI, MEID, etc.) for each phone if technically possible. Images of the device are included on the transaction report.



## ID VALIDATOR

Valid ID required for every transaction. Photos of the actual ID are captured and added to every transaction report.



# LIVE VALIDATION OF IDENTITY

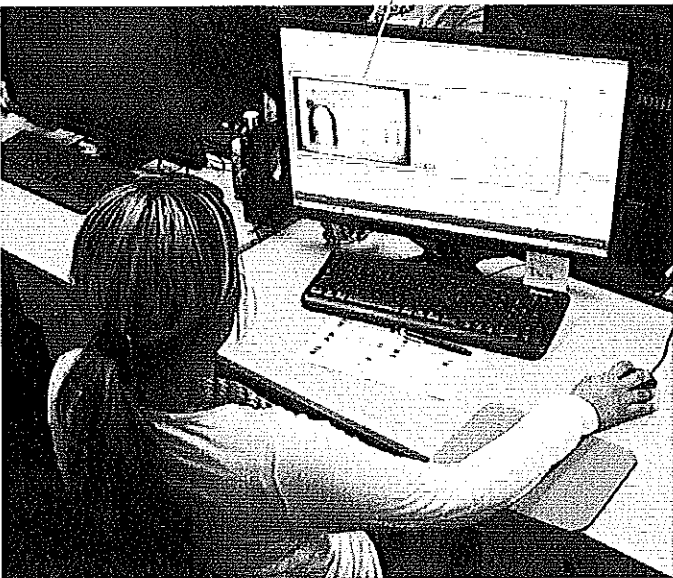
A remote, live attendant located in the Company's headquarters verifies and approves every transaction in real-time. After the machine electronically verifies the ID for authenticity by examining the ID for holograms, watermarks, or other specific authentication methods, the customer is permitted to proceed. However, this does not mean the person has been approved to complete a transaction.

While the ID is being verified for authenticity the machine scans and captures photos of the actual ID. The photos of the ID are collected, stored, and uploaded into the transaction report. Using the kiosk's built-in webcams, the remote attendant compares the photo ID with the user's face in real-time to confirm or deny the transaction.

The live attendant also reviews the date of birth and the expiration date of the ID. **No transaction can be completed without the approval of a live verifier.**



Below is an example of validation in real-time:



1. Three webcams take multiple photos to verify customer and monitor transaction in real time.
2. The remote attendant verifies that the ID hasn't expired and that the customer is over 18 years old.
3. The attendant either approves or rejects the transaction.

A transaction will be denied by the attendant if:

- The seller is under the age of 18
- The ID is expired
- The photo on the ID does not match the seller's scanned photograph

If we cannot get a clear, front-on photo of the customer using the machine we request via messaging that the customer remove any hat, glasses, or other objects hindering our ability to take a good photo and approve the transaction.



# REPORTING FOR LAW ENFORCEMENT

## SECOND HAND DEALER LAW COMPLIANCE

We offer an open book policy to all law enforcement that can use the information we have to assist in an investigation. We can report in any method preferred including BWI's Rapid, Pawnweb and more. We recently created a new partnership with LeadsOnline that will offer all officers access to ecoATM on LeadsOnline free of cost. LeadsOnline is a nationwide web-based investigative system that Law Enforcement can access, print and search their local ecoATM transactions, easily and quickly.

## LEADSONLINE PARTNERSHIP



## SAMPLE TRANSACTION REPORT

ecoATM, Inc. 10515 Vista Sorrento Pkwy, San Diego, CA 92121										
SECOND HAND DEALER REPORT										
C U S T O M E R	NAME PAUL VINCENT CASHMAN 3RD						T R A N S A C T I O N S N A M E	TRANSACTION DATE 10/10/2013		
	SEX M	HAIR BROWN	EYES BLUE	HEIGHT 6' 0"	WEIGHT 170	BIRTH DATE [REDACTED]		LOAN/BUY NUMBER 1837UFFW		
	DRIVERS LICENSE NO. OR OTHER I.D. [REDACTED]				STATE CA			TIME 11:35:08 AM		
	ADDRESS/CITY/STATE [REDACTED]				YEAR OF EXPIRATION [REDACTED]			TRANSACTION BUY - \$20.00		
S T O R E I N F O	LICENSE NUMBER				POLICE DIVISION					
	NAME Los Santos Mall				ADDRESS/CITY/STATE 123 abc ave Los Angeles/California/92102					
I T E M	ARTICLE Cell Phone			COLOR Green	POWERS UP YES	LCD IS GOOD YES	GOOD MECHANICS YES			
	BRAND NAME HTC			MODEL First PM33100						
	IMEI/MEID [REDACTED]			SERIAL NUMBER [REDACTED]						
	PROPERTY IMAGES									
I D I M A G E							T P H R U M B P R I N T			
W I D E B A C K A E M S										
S I G N A T U R E S	Customer electronically acknowledged that they were the owner or authorized by the owner to sell the property.									
							CONSUMER VERIFIED BY PAUL CASHMAN			

CUSTOMER ID  
INFORMATION

KIOSK  
INFORMATION

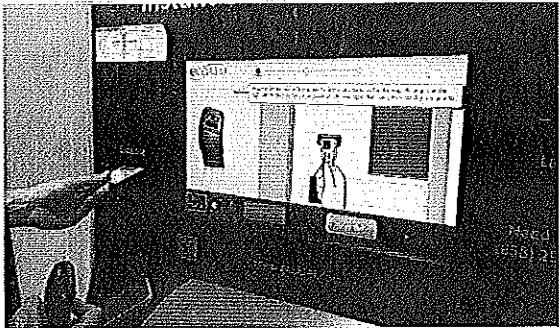
DEVICE  
INFORMATION

DEVICE  
IMAGES

LICENSE &  
THUMBPRINT

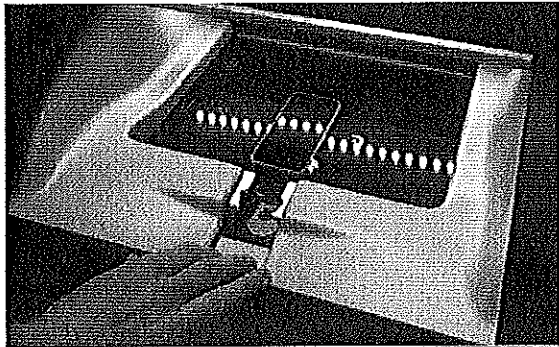
CUSTOMER  
IMAGES

# WHAT HAPPENS WHEN A CUSTOMER USES ECOATM?



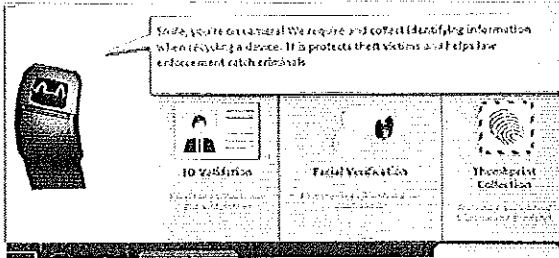
## 1. SCANS VALID LICENSE

To begin the process, each user must present a valid state-issued ID. ecoATM has invested in state-of-the-art AssureTec scanning technology and validation software. We not only photograph but validate each ID for authenticity by examining for holograms, watermarks or other specific authentication methods used in all 50 states. Once the ID is verified for authenticity, the user is permitted to proceed to the next step. The live attendant will later use the scanned license alongside the real-time webcam photos to verify that the ID belongs to the customer.



## 2. CAPTURES PHOTOS AND SERIAL NUMBERS OF DEVICE

The ecoATM captures multiple, high-resolution images of every device recycled. These images are included in their respective transaction report. ecoATM also extracts serial numbers from all devices at the point of sale when electronically possible. If the phone is too old or damaged to electronically retrieve the serial numbers, we will manually capture the serial numbers at our headquarters. The images and serial numbers are stored in a database and available to law enforcement at any time.



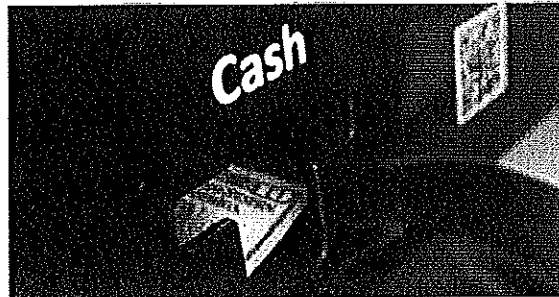
## 3. WARNING: ALL YOUR INFORMATION IS PROVIDED TO LAW ENFORCEMENT

The ecoATM alerts the customer that we require and collect identifying information when recycling any device. The customer is also expressly warned that all of this identifying information is provided to law enforcement.



## 4. COLLECTS THUMBPRINT

No transaction can be completed until a customer's valid thumbprint is captured. Images of thumbprints are collected, stored and provided to law enforcement with each transaction report.



## 5. VALIDATES IDENTITY AND PAYS CONSUMERS FOR THEIR DEVICE

While an individual is being validated by an attendant, the machine is visually and electronically inspecting the device for type, functionality, and condition. After the individual and the device have been properly assessed, the kiosk will make an offer. If the offer is accepted, the kiosk pays the consumer cash in exchange for recycling their device.

# LAW ENFORCEMENT ASSISTANCE FEATURES



## ABILITY FOR POLICE TO OPEN KIOSK SHOULD THEY NEED TO RETRIEVE PHONE

Law enforcement personnel who need access to a device inside the kiosk can simply call ecoATM and we can open the door remotely at any time. Once an officer's ID and law enforcement credentials have been validated, the front door of the kiosk will be automatically opened and a specialist will be available to help secure the device you are looking for.



## RETURN OF REPORTED STOLEN ITEMS

ecoATM will respond quickly and diligently to any request from law enforcement to research and/or return reported stolen devices that may have been collected by the kiosk. Any reported stolen devices will be returned with no subpoena or search warrant required and at no cost to the victim.



## 30-DAY INVENTORY HOLD

ecoATM voluntarily holds all inventory collected for a minimum of 30 days. We comply with all jurisdictions where the mandatory hold is longer than 30 days. Once the hold period has passed we ship the devices to our buyers from our headquarters in San Diego, CA.



## REPORTING OF TRANSACTIONS

ecoATM will voluntarily report all transactions to law enforcement in any method they prefer, including mail, fax, email, LeadsOnline, BWI, NEWPRS or other reporting mechanisms. We're happy to do the searching for you. Just call us and we'll get started.

- Full Transparency
- We'll report in whatever method you prefer
- Easy access to photos, serial numbers, and other information about sellers



## NO WARRANTS/SUBPOENAS

We do not require a search warrant or subpoena and we will provide any device(s), and associated records in our possession upon request. If any officer has an investigative interest in a device that is currently deposited in one of our kiosks, they may simply visit the kiosk, call us and present their credentials to the kiosk camera, and we will remotely open the kiosk to allow the officer to recover any device.



## "DO NOT BUY" LIST

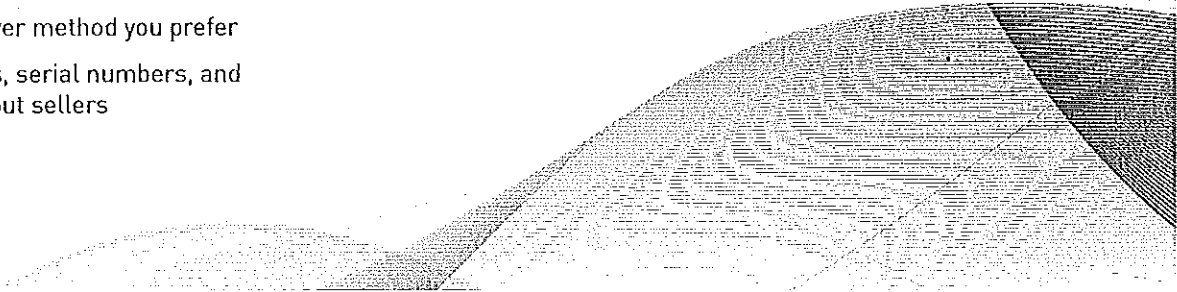
ecoATM works with law enforcement to implement a "do not buy" list, which bans individuals from utilizing an ecoATM kiosk. Additionally, if an individual is identified by law enforcement as having sold a stolen device at an ecoATM, we electronically "ban" that individual from conducting further transactions at ecoATMs.



## DEVICE FLAGGING

If you call or email our Regulatory Affairs Department, we can check IMEI/MEID and hardware serial numbers in our system to determine if a specific device was received by ecoATM. If the device in question has not been received by ecoATM, we can create an automated flag which will alert us and enable us to alert you if the device is recycled at an ecoATM.

## PROUD SUPPORTER OF:



# WHO TO CONTACT FOR ASSISTANCE

## DIRECTORS OF LAW ENFORCEMENT RELATIONS

For broader matters please contact one of our Directors of Law Enforcement Relations, each of whom brings years of law enforcement experience to ecoATM and leads the company in its commitment to working closely with law enforcement.



**Max Santiago**  
Director of Law Enforcement  
Relations, West  
  
Deputy Commissioner (Ret.),  
California Highway Patrol  
  
FBINA Session 214  
FBI LEEDS Session 61  
  
Max.Santiago@outerwall.com  
858-461-9968



**Michael McCann**  
Director of Law Enforcement  
Relations, East  
  
Chief of Police (Ret.), River Vale  
Police Department, New Jersey  
  
FBINA Session 240  
  
Michael.McCann@outerwall.com  
201-739-7287

## IF YOU HAVE A REPORTING OR TECHNICAL QUESTION

Please contact one of the following individuals for assistance with more specific questions or concerns regarding the kiosks workings, transactions, and/or reporting.

**Nicole Wagner**, Regulatory Affairs Counsel  
858-766-7235 | Nicole.Wagner@outerwall.com  
  
**Paul Cashman**, Regulatory Affairs Specialist  
858-766-7235 | Paul.Cashman@Outerwall.com

## SERVICES WE OFFER TO LAW ENFORCEMENT

- Subscribe to our monthly law enforcement newsletter with ecoATM latest news, events, and information pertinent to our law enforcement associates
- Host your own one-day summit centered on combating the issue of phone theft
- ecoATM Webinar Presentation for you and/or your department to teach you about how ecoATM works and how we can work with you
- Public Awareness Flyers and other educational materials to hand out to your community to teach everyone about how to protect themselves and their electronics

For more information about any of the services listed, please visit [www.ecoatm.com /law-enforcement](http://www.ecoatm.com/law-enforcement) or contact:

**Juli Spaventa**, Marketing Communications Specialist  
858-766-7327 | Juli.Spaventa@outerwall.com

Visit our law enforcement microsite at  
**PhoneTheftFacts.com**